

ORDER



Orders
Order / Rev: 184124
Alt Order #:
Product Desc: Perlmutter for Congress 2012
Estimate: 11562
Flight Dates: 10/22/12 - 10/28/12
Original Date / Rev: 10/03/12 / 10/03/12
Order Type: GENERAL

KMGH

Primary AE: Laura Hargis
Sales Office: Den
Sales Region: LOC

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 1580 Lincoln Street Ste. 510
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Congress/Perlmutter(D)
Demographic: A25-54
Product Codes: PL6-State Congress
Priority: PREEMPTIBLE
Revenue Codes: POL, POL-CANDIDATE, Unassigned

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID: MAJ
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	67	\$29,860.00	\$25,381.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	67	\$29,860.00	\$25,381.00	0.00
Totals	67	\$29,860.00	\$25,381.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Laura Hargis			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KMGH	10/22/12	10/28/12	7News at 5AM 7News at 5AM	CA	5AM-530AM	11-11--	:30	4	\$200.00	PREE	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	11-11--		4			\$200.00			0.00			
N 2	KMGH	10/22/12	10/28/12	7News at 530AM 7News at 530AM	CA	530AM-6AM	-1111--	:30	4	\$225.00	PREE	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-111--		4			\$225.00			0.00			
N 3	KMGH	10/22/12	10/28/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	1111---	:30	4	\$400.00	PREE	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	1111---		4			\$400.00			0.00			
4	KMGH	10/22/12	10/28/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	22222--	:30	10	\$400.00	PREE	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	22222--		10			\$400.00			0.00			
6	KMGH	10/27/12	10/27/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A	-----S-	:30	1	\$200.00	PREE	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1			\$200.00			0.00			
7	KMGH	10/28/12	10/28/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A	-----S	:30	1	\$75.00	PREE	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1			\$75.00			0.00			

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KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N10	KMGH	10/22/12	10/26/12	930a-10 Right This Minute 930a-10 Right This Minute	CA	930a-10a	1--1--	:30	2	\$200.00	PREE	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1--1--		2				\$200.00		0.00			
11	KMGH	10/23/12	10/23/12	The View THE VIEW	CA	10A-11A	-1-----	:30	1	\$300.00	PREE	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-----		1				\$300.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	5	KMGH	10/22/12-10/28/12	The View		10A-11A	-T-----	:30		(\$300.00)		0.00	NM		
		See MG 11.6 [no avail on 10/23 KA 9/18]													
	6	KMGH	10/22/12-10/26/12	The View		10A-11A	MTWThF----	:30		\$300.00		0.00	NM		
		Ⓜ MG for 11.5 10/23													
12	KMGH	10/22/12	10/26/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	1--1--	:30	2	\$200.00	PREE	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1--1--		2				\$200.00		0.00			
13	KMGH	10/24/12	10/24/12	The CHEW The CHEW	CA	1157A-1P	--1----	:30	1	\$175.00	PREE	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1----		1				\$175.00		0.00			
14	KMGH	10/25/12	10/25/12	M-F 230-3pm Inside Edition	CA	230-3p	---1---	:30	1	\$200.00	PREE	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---		1				\$200.00		0.00			
N15	KMGH	10/22/12	10/28/12	Katie M-F 3-4pm Katie Couric	CA	3-4pm	-1111--	:30	4	\$300.00	PREE	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1111--		4				\$300.00		0.00			
N16	KMGH	10/22/12	10/28/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	1-1-1--	:30	3	\$275.00	PREE	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-1-1--		3				\$275.00		0.00			
N17	KMGH	10/22/12	10/28/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	12111--	:30	6	\$500.00	PREE	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	12111--		6				\$500.00		0.00			
18	KMGH	10/27/12	10/27/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p	-----S-	:30	1	\$250.00	PREE	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$250.00		0.00			
19	KMGH	10/28/12	10/28/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	-----S	:30	1	\$350.00	PREE	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$350.00		0.00			
20	KMGH	10/22/12	10/28/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	11--1--	:30	3	\$900.00	PREE	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11--1--		3				\$900.00		0.00			
21	KMGH	10/22/12	10/28/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	1-11---	:30	3	\$1,050.00	PREE	0.00	NM	3	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-11---		3				\$1,050.00		0.00			
N24	KMGH	10/22/12	10/28/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	11111--	:30	5	\$1,000.00	PREE	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11111--		5				\$1,000.00		0.00			
25	KMGH	10/27/12	10/27/12		CA	10P-1037P	-----S-	:30	1	\$425.00	PREE	0.00	NM	1	\$425.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10P NEWS - SAT															
10P NEWS (SAT)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$425.00		0.00			
26	KMGH	10/28/12	10/28/12	10P NEWS - M-F/SU	CA	10P-1037P	-----S	:30	1	\$1,000.00	PREE	0.00	NM	1	\$1,000.00
10P NEWS (M-F/SU)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,000.00		0.00			
27	KMGH	10/22/12	10/28/12	Nightline	CA	1037P-1103P	11111--	:30	5	\$450.00	PREE	0.00	NM	5	\$2,250.00
Nightline															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11111--					5	\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KMGH	10/22/12-10/28/12		Nightline		1037P-1103P	MTWThF----	:30		(\$450.00)		0.00	NM		
See MG 27.7															
[day full; cannot move any spots to another day KA 9/13]															
7	KMGH	10/22/12-10/28/12		Nightline		1037P-1103P	MTWThF----	:30		\$450.00		0.00	NM		
Ⓜ MG for 27.1 10/22															
29	KMGH	10/24/12	10/24/12	9a-930a Right This Minute	CA	9a-930a	--1----	:30	1	\$200.00	PREE	0.00	NM	1	\$200.00
9a-930a Right This Minute															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$200.00		0.00			
30	KMGH	10/28/12	10/28/12	7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$210.00	PREE	0.00	NM	1	\$210.00
7A-8A SUN MORN NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$210.00		0.00			
31	KMGH	10/28/12	10/28/12	9A-10A SUN MORN NEWS	CA	9A-10A	-----S	:30	1	\$250.00	PREE	0.00	NM	1	\$250.00
9A-10A SUN MORN NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$250.00		0.00			
													Totals	67	\$29,860.00